

Fig. 2

AdMediate Trading Screen

Trading Side ¹	Buy					30 second
Medium Type ²	Broadcast TV Spot					
Broadcast Market ³	National					
Week of ⁴	Monday, 9/4/2001					
GRPs ⁵	250					
GPM ⁶	15					

Search Key (Optional)

Program Category ⁷	Finance					
Target Demographic ⁸	Men					35-54
Time of Day ⁹	Morning (6AM-12PM)					
Ratings ¹⁰	5% - 10%					

Submit Reset

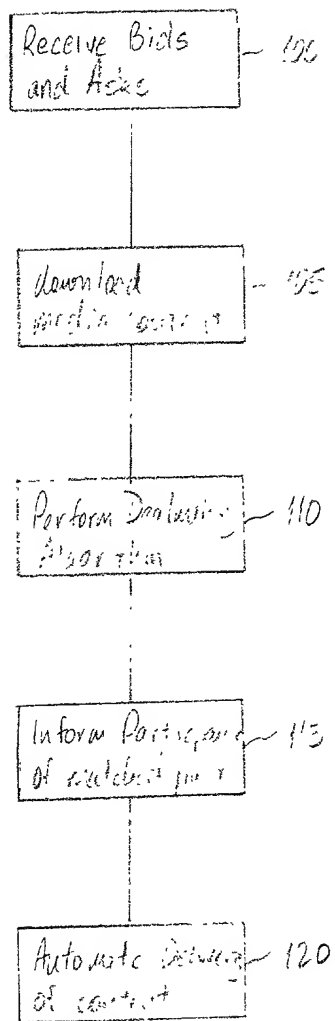


Fig. 3